

## REMARKS

Claims 29-121 are now pending. Applicants have canceled claims 1-28 and added claims 29-121. Applicants respectfully request a telephone interview with the Examiner. Applicants attempted to discuss the newly added claims with the Examiner over the past several months. Unfortunately, because of some personal time off and other scheduling commitments of the Examiner, applicants' representative and the Examiner were unable to have a substantive discussion of the claims.

Applicants' techniques facilitate the placing of a bid at an auction. One technique displays a description of an item and requests a user to place a bid. When the user requests to submit a bid by, for example, clicking a button that is associated with a bid amount, the technique sends a request to an auction system that may include cookie information identifying the user. When the auction system receives the request, it determines whether the user can be authenticated (e.g., based on the cookie information). If so, then the bid is placed on behalf of the user. If not, the auction system then requests authentication information from the user. When the auction system receives the authentication information, it places the bid on behalf of the user. This technique simplifies the bidding process for users (who are registered to place bids) based on authentication information stored in a cookie. It also defers the entry of authentication information for those users who are not registered until after the user indicates to place a bid. An unregistered user who requests to place a bid and then, for example, is told that their bid will be the highest may be more likely to then provide their authentication information, than an unregistered user who is required to provide their authentication information before or at the same time a bid is placed. The deferring of authentication also allows the same user interface to be used when a user requests to place a bid regardless of whether or not the user is registered.

Attached are excerpts from a book, "Online Auctions at eBay," that illustrate a prior technique for placing a bid when authentication information and a bid request are provided at the same time by the user. (See pages 129-132.)

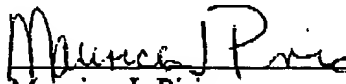
The Examiner rejected claims 1-28 under 35 U.S.C. § 103(a) as being unpatentable over the Hartman patent. Although applicants disagree, applicants have

canceled claims 1-28 and added claims 29-121. The pending claims are directed to the concepts of deferred authentication and of the interplay between automatic and manual authentication when a user places a bid at an auction. For example, claim 29 recites "determining whether the user can be authenticated based on information in the received request," "when the user can be authenticated . . . , placing the bid on behalf of the user," and "when the user cannot be authenticated," performing manual authentication and then placing the bid on behalf of the user.

Based upon the amendments and remarks, applicants respectfully request reconsideration of this application and its early allowance.

Respectfully submitted,

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Enclosures:

Postcard

PTO-1083 (+ copy)

Appendix (Marked-up version of claims)

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Go Ahead, Place Your Bid

Chapter 8

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**NOTE** Just because this seller didn't include an image doesn't mean there's something fishy going on. If you want all the gory details of an item's condition, send an e-mail to the seller. Most are very willing to provide intricate information to help you feel better about your bids. Don't be bashful. Just ask.

You can also see that the item has already received a bid. OK, so you're not the only one interested in this magazine (in reality, *you* probably *aren't* interested in this magazine at all, but it works for this demonstration). How much has that current bidder bid? You don't know. eBay allows use of a *proxy* system of bidding—you can enter the maximum amount you'd ever be willing to pay for the item, and eBay will only post the highest bid that it took to keep you as high bidder. If the person who is the high bidder enters a maximum high bid of \$25, then when you come along and bid \$12, you'll be immediately outbid by the first bidder's proxy maximum. Make sense? However, if you really needed this magazine to fill that vacant slot in your *Vampirella* collection, it might be worth up to \$30 to you. If you bid that as your maximum high bid, you'll be the new high bidder at a high bid of \$25.50. Follow me now: your maximum bid of \$30 was enough to top the other guy's maximum of \$25. Each bid placed on an item requires a certain bid increment, determined on the initial opening bid requirement—in this case, the bid requirement is \$.50 above the current high bid. So when you bid \$30, you topped the other guy's \$25, but you still needed to beat him by the minimum bid increment of \$.50. Therefore, the new high bid—*your* high bid—is \$25.50, and you have an additional cushion of \$4.50 to protect you from other small-increment bids. If you don't fully understand now, you'll see more in the next section of this chapter.

## The Bidding Process

OK, you've learned enough about the item and the Item Details screen. You're ready to bid.

First, click on the bidding paddle (*Bid!*) icon. When you do, the display will immediately scroll down to the bidding area. You can see it in Figure 8-6.

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Go Ahead, Place Your Bid

**Bidding**

Warren Vampiroch 1/Noel Adams (Don 84-463948)

Current bid	\$10.00
Your maximum	\$0.50
Maximum bid	\$10.50

Registration required. eBay requires registration in order to bid. For more information, click here.

Enter ID or E-mail address:  Password (4-30 chars):

Current maximum bid is \$0.50

☐ Your registration bid

Please type any state and the correct price (if required). Do not include currency symbols such as a dollar sign (\$) or a pound sign (£).

**Shipping contract.**

Placing a bid is a binding contract. Do not bid unless you intend to buy the item at the end of your bid.

**Proxy bidding for all bids**

Please bid the maximum amount you are willing to pay for this item. Your maximum amount will be kept secret all of the time and you will not be asked to pay more than your bid by the current bid amount up until your maximum is reached. This means you have the benefit of having to keep track of the auction in a private and secure way from being outbid at the last minute while your maximum bid is used. (You can always change your bid.) Also, in case of a tie for the highest bid, the bid that was placed first, keeps the item. This means that you cannot place your maximum bid at a later date. Unless otherwise noted, bids are in U.S. dollars. If you have bid on this item before, note that your new bid must be greater than your previous bid.

**Review bid**

Figure 8-6

The Item Bidding screen;  
you'll become fast friends  
with this display.

In the *Bidding* screen, all you need to do is enter your valid eBay user ID, your password, and your maximum bid value (remember, it has to be higher than the current bid; eBay tells you the minimum you need to bid). Be sure to read the fine print on the screen; it tells you that you're about to enter into a binding contract when you bid, and also explains more about proxy bidding.

Once you've entered your bid information, click on the *Review bid* button. eBay will review the bid information you entered, validate your user ID and the bid amount you entered, then give you a new screen to review before you actually place your bid (see Figure 8-7).

In the *Review bid* screen, double-check that your maximum bid is really what you can and will honor if the bids get that high. You'll see a checklist on the screen that encourages you to review the seller's feedback before you bid, to make sure you understand the conditions of payment and shipping the seller has specified, and even to think about using an escrow service if

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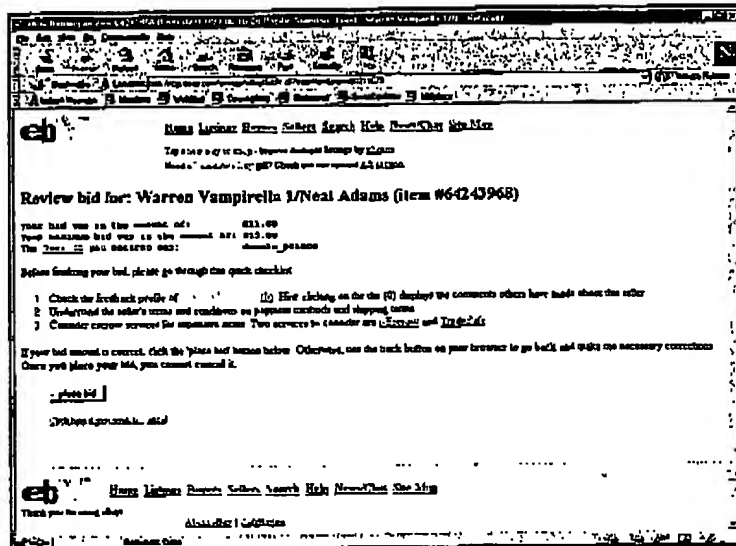


figure 8-7

Last chance! Review your bidding choices, then place that bid!

the item you're bidding on is a big ticket item. As a final warning, eBay lets you know that once you place your bid, you cannot cancel it (actually you can cancel it, but you really shouldn't; you'll read about that in Chapter 14). If you don't like the information you see on the Review bid screen or have suddenly changed your mind, bail out! Use the browser's Back arrow or the link on the eBay screen that reads *Click here if you wish to cancel*. You'll leave the Review bid screen, and your bid will not be placed. But if you want to go ahead, click on the *Place bid* button.

eBay will calculate your bid information against any other bids that have been received for the item. After it does that, your screen will be refreshed, and you'll quickly find out how your bidding stood up against the other bidders (see Figure 8-8).

If your bid makes you the high bidder, congratulations! eBay announces, "*You are the current high bidder for this item!*" It's OK to be excited. This is the part of the game that I told you about. It's fun. Be sure to read the additional text

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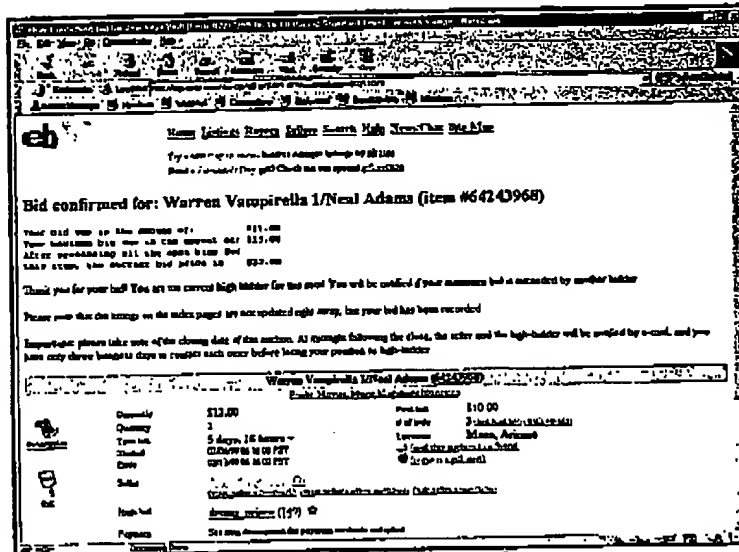


Figure 8-8

And just like that, you're the new high bidder! Did you hear the money getting sucked out of your wallet when you placed your bid?

on your bid confirmation—it lets you know there may be a delay in showing you as the high bidder for the item but that's only on the item listing pages. Rest assured that your bid is recorded and you're in. You'll also read about what to expect when the auction closes. I'll give you more of that detail a bit later in this chapter. But, for now, congratulate yourself. You've just become initiated into the world of online auction bidding. Enjoy!

## Your Bid Notification and Daily Status

So now you're the Big Bad Bidder on an item. Now what? Well, first eBay will notify you that you've grabbed the high bidder slot for the item. As a way of notifying you, eBay will send a preformatted e-mail message to you with the details of your recent bid. It's a way to remind you of your recent auction activity while also providing verification that you are who you say you are (via e-mail, anyway). The e-mail message for the *Vampirella* auction looks like this: